

Waterford Park (W.VA)

Pictorial Displays

| Year | Days | Dates | Official Attendance | Average Daily Attendance | Cost | CPM Attend. |
|------|------|-------------|---------------------|--------------------------|-------|-------------|
| 1979 | 290 | 1/1 - 12/31 | 727,900 | 2,510 | 9,000 | 12.38 |
| 1980 | 308 | 1/1 - 12/31 | 733,080 | | 9,400 | 11.24 |
| 1981 | | | | | 1,000 | |

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WATERFORD PARK (W, VA)

PICTORIAL DISPLAYS

attendance
steadily declining
CPM for '77 was
high but will be
slowed in 1/2 for '78
in 9/6/77

| Year | Days | Dates | Official Attendance | Average Daily Attendance | Cost | CPM Attend. |
|------|------------------------------|--|---|---|----------------------|----------------|
| 1974 | 307 | | 1,009,623 | 3,289 | | |
| 1975 | 307 | | 1,019,073 | 3,319 | | |
| 1976 | 1st 1/2 72 77 149 | 1/1-6/30 | 211,608 262,262 473,870 | 2939 3406 3,180 | | |
| 1977 | 1st 1/2 60 77 137 | 1/1-12/31 (WE PURCHASED ONLY 7/1-12/31 1/1-6/30 | 146,100 235,466 381,566 | 2435 8058 3443 3,785 | \$5,000 (2nd 1/2) | \$3.10 |
| 1978 | 58 78 79 762 296 | 1/2-8/31 4/1-6/30 7/1-9/30 10/1-12/31 | 132,588 220,584 256,197 | 2,286 2,828 3,243 | \$9,000 | |
| 1979 | 308 | 1/1-12/31 | | | 9,000 | |
| 1976 | 72 77 76 76 301 | 1/1-3/31 4/1-6/30 7/1-9/30 10/1-12/31 | 211,608 262,262 270,940 187,188 931,998 | 2,939 3,406 3,565 2,463 3,096 | | |
| 1977 | 60 77 79 73 289 | 1/1-3/31 4/1-6/30 7/1-9/30 10/1-12/31 | 146,100 235,466 261,174 180,810 722,550 | 2435 3058 3,306 3,770 | | |

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